

ORDER



Orders
Order / Rev: 704290
Alt Order #: 06261788
Product Desc: AMERICANS FOR PROS
Estimate: 1129
Flight Dates: 08/22/12 - 08/27/12
Original Date / Rev: 08/02/12 / 08/03/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Americans For Prosperity
Demographic: A50+
Product Codes: IS-Candidate/Presidential
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	36	\$35,750.00	\$30,387.50
08/27/12	08/27/12	10	\$9,250.00	\$7,862.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	36	\$35,750.00	\$30,387.50	0.00
September 2012	10	\$9,250.00	\$7,862.50	0.00
Totals	46	\$45,000.00	\$38,250.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KARE	27%	\$45,000.00
Market	100%	\$166,666.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	13%	\$21,666.67
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	18%	\$30,000.00
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	41%	\$68,333.33
WFTC	1%	\$1,666.67

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KARE	08/22/12	08/24/12	Today Show Today Show	CM	7-9a -- WTF--	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-- WTF--		3		\$700.00		0.00				
E 2	KARE	08/22/12	08/24/12	M-F 11a-12p KARE 11 Today	CM	11A-12P -- WTF--	:30	3	\$175.00	P-2	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-- WTF--		3		\$175.00		0.00				
E 3	KARE	08/22/12	08/24/12	M-F 3-4p DR OZ	CM	3-4p -- WTF--	:30	3	\$325.00	P-2	0.00	NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-- WTF--		3		\$325.00		0.00				
E 4	KARE	08/22/12	08/24/12	M-F 4-430p KARE 11 4 News	CM	4-430P -- WTF--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-- WTF--		3		\$300.00		0.00				
E 5	KARE	08/22/12	08/24/12	M-F 430-5p Jeopardy	CM	430-5P -- WTF--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-- WTF--		3		\$800.00		0.00				
E 6	KARE	08/22/12	08/24/12	M-F 5-530p KARE 11 5 News	CM	5-530p -- WTF--	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-- WTF--		3		\$1,200.00		0.00				
E 7	KARE	08/22/12	08/24/12	M-F 6-630p KARE 11 6 News	CM	6-630p -- WTF--	:30	3	\$1,300.00	P-2	0.00	NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-- WTF--		3		\$1,300.00		0.00				
E 8	KARE	08/22/12	08/24/12	M-F 630-7p Entertainment Tonigh	CM	630pm-7pm -- WTF--	:30	3	\$1,500.00	P-2	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-- WTF--		3		\$1,500.00		0.00				
E 9	KARE	08/22/12	08/24/12	M-F 10-1035p KARE News 10p	CM	10-1035P -- WTF--	:30	3	\$2,200.00	P-2	0.00	NM	3	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-- WTF--		3		\$2,200.00		0.00				
E 10	KARE	08/22/12	08/24/12	Tonight Show Tonight Show	CM	1035pm-1135pm -- WTF--	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-- WTF--		3		\$750.00		0.00				
E 11	KARE	08/23/12	08/23/12	Thu Prime ROCK CENTER	CM	Thu Prime (9:00 PM-10:00 PM) --- T---	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	--- T---		1		\$1,500.00		0.00				
E 12	KARE	08/25/12	08/25/12	Sat 8-10a KARE 11 Saturday	CM	8-10a ----- S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	----- S-		1		\$750.00		0.00				
E 13	KARE	08/25/12	08/25/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P ----- S-	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	----- S-		1		\$800.00		0.00				
E 14	KARE	08/26/12	08/26/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P ----- S	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	----- S		1		\$850.00		0.00				
E 15	KARE	08/26/12	08/26/12	Sun Prime DATELINE	CM	Sun Prime (7:00 PM-8:00 PM) ----- S	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 15	KARE	08/26/12	08/26/12	Sun Prime DATELINE	CM	Sun Prime (7:00 PM-8:00 PM)	-----S	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	-----S		1			\$1,600.00		0.00				
E 16	KARE	08/26/12	08/26/12	KARE News 10p Su KARE News 10p Su	CM	10-1035P	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	-----S		1			\$2,500.00		0.00				
E 17	KARE	08/27/12	08/27/12	Today Show Today Show	CM	7-9a	M-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	M-----		1			\$700.00		0.00				
E 18	KARE	08/27/12	08/27/12	M-F 11a-12p KARE 11 Today	CM	11A-12P	M-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	M-----		1			\$175.00		0.00				
E 19	KARE	08/27/12	08/27/12	M-F 3-4p DR OZ	CM	3-4p	M-----	:30	1	\$325.00	P-2	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	M-----		1			\$325.00		0.00				
E 20	KARE	08/27/12	08/27/12	M-F 4-430p KARE 11 4 News	CM	4-430P	M-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	M-----		1			\$300.00		0.00				
E 21	KARE	08/27/12	08/27/12	M-F 430-5p Jeopardy	CM	430-5P	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	M-----		1			\$800.00		0.00				
E 22	KARE	08/27/12	08/27/12	M-F 5-530p KARE 11 5 News	CM	5-530p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	M-----		1			\$1,200.00		0.00				
E 23	KARE	08/27/12	08/27/12	M-F 6-630p KARE 11 6 News	CM	6-630p	M-----	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	M-----		1			\$1,300.00		0.00				
E 24	KARE	08/27/12	08/27/12	M-F 630-7p Entertainment Tonigh	CM	630pm-7pm	M-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	M-----		1			\$1,500.00		0.00				
E 25	KARE	08/27/12	08/27/12	M-F 10-1035p KARE News 10p	CM	10-1035P	M-----	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	M-----		1			\$2,200.00		0.00				
E 26	KARE	08/27/12	08/27/12	Tonight Show Tonight Show	CM	1035pm-1135pm	M-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	M-----		1			\$750.00		0.00				
Totals													46	\$45,000.00	